

Bachelor thesis „Marketing mix of fitness centre Aquapalace Prague“ is focused on analysis of existing marketing mix and based on these analysis suggests its adjustments. The theoretical part defines ground marketing and marketing mix terms and especially their application to sports environment. The methodology section details the methods of research and analysis. The main part of the bachelor thesis consists of processed results of marketing research and SWOT analysis and finally recommendations of adjustments to the existing Aquapalace fitness centre marketing mix are presented.